



Be a part of the  
*Legacy*

Do You Have What It Takes?

**Mr Central**  
**IFLorida**



## Why Participate?

The Center depends on the generosity of the community to support the patients that require subsidized funding. It is through these individuals and organizations that we are able to turn no one away for services.

- The majority of the children treated at the Center are underinsured and have nowhere else to turn to for services.
- 230 kids come to the Center each week for speech therapy; 92% of them require subsidized funding.
- Over 99,000 citizens in Polk County have a documented hearing loss.
- Hearing loss is associated with high blood pressure, dementia, diabetes, and falling.

Mr. Central Florida is the Center's largest annual fundraiser, providing the funds needed to serve hundreds of patients each year.

PLUS... gain exposure for your business, network with other community leaders, create lifetime friendships and make great memories!

## Who is Mr. Central Florida?

Mr. Central Florida contestants represent men who give of themselves for the well-being of others and help raise money for the Center.

Contestants compete for the title of Mr. Central Florida by seeking votes at \$1 each. At the end of the night the contestant with the most votes is awarded the title of Mr. Central Florida.





## How Do I Raise Money?

There are many ways to help the Center and have a successful campaign. The Center will provide personal fundraising pages and our full support. We certainly encourage creativity... the possibilities are endless!

### **Seek "Votes"**

Contestants gain votes through donations given on their behalf (\$1=1 vote).

### **Secure Sponsorships**

Sponsorships are available at different levels. Contestants receive votes equal to the value of their sponsorship secured on their behalf.

### **In-Kind Donations/Auction Items**

Contestants that obtain in-kind donations and auction items for the event can receive bonus votes based on a percentage of the value.





## **Ways to have a Successful Campaign**

### **Host Your Own Sub-Events**

Contestants often hold sub-events to help raise votes for their campaign. Many local restaurants and bars will allow you to host events and may even contribute to the fundraising! Other sub-events include hosting a dinner party and creating your own auction.

### **Participate in the Annual Golf Scramble**

Register yourself or a team(s) to play in our annual golf tournament! This event is one of the sub-fundraisers of MCF and typically held the Sunday before the event.

### **Adopt a Campaign Manager**

Many of our contestants have campaign managers — someone to help market their campaign and provide extra encouragement. Bonus tip: a past contestant!

### **Creative Marketing**

Use social media to promote your campaign. Past strategies include videos, memes, friendly competitions between contestants, exercise challenges and more!

### **Refer a Friend**

Know someone that would make a great contestant? Sign them up for next year to receive bonus votes!

### **Become a Dream Maker**

Join the Center's Dream Makers Society by committing to an annual donation of \$1,000 for five years.



"Alone we can do so little...  
Together we can do so much."

- Helen Keller

## Contact Us



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